

THE DIVE INDUSTRY PROFESSIONAL

June 1, 2026 - Vol 26, Issue 6



EDITOR'S GREETING

Welcome to the June 2026 edition of *The Dive Industry Professional*. **This year, we are celebrating our 25th Anniversary.** As a Trade Publication, *The Dive Industry Professional* is dedicated to the professional advancement of Dive Industry Professionals worldwide. Our mission is to bring buyers & sellers together through our use of 21st Century marketing tools and technologies.

We begin this issue with our editorial, ***The Purpose of Engagement***. The diving industry talks a lot about engagement. Usually, they mean the lack of engagement of the large diving businesses that have their own agendas and do not play well with other diving businesses. They also refer to the retail sector that is too busy trying to make a living that they don't have time or desire to be engaged with the so-called leaders of the diving industry. The ideal situation really is to have active engagement from dive industry businesses, dive industry professionals, and the global diving community.

Our Marketing Series continues with ***Basic Marketing Messages***. Before we can talk about marketing vehicles, we need to understand marketing messages. Marketing messages are what sellers tell the buyers, so they are always about the product. Marketing messages follow a specific format. They begin with getting the buyers' attention, followed by interest, desire, and action. With the proper call-to-action, a message can succeed at creating a favorable outcome and customer conversion.

Our Non-Profit Series proposes the creation of ***Non-Profit Thrift Shops***. Maybe they don't exist now or maybe they do. We can't say for sure. Our industry has a great amount of old diving equipment, unsold merchandise, and old diving collectables, cluttering our basements and garages. We may see them for sale at regional dive shows, but they usually show up at estate sales. Wouldn't it be great to have small thrift shops that take in donations of these items and resell them to benefit non-profit organizations?

Our ***Shows & Events*** have details about trade and consumer shows & events for 2026 & 2027. Our ***Membership*** pages invite you to join the Dive Industry Association and find out why so many dive businesses become Members and renew in our Global Diving Business Network.

Gene Muchanski
Editor, *The Dive Industry Professional*

Dive Industry Association, Inc. is the Premier Trade Association in the Global Diving Industry, with Members Worldwide.

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Trade Publication

The Dive Industry Professional

EDITOR: Gene Muchanski

Monthly Publication of
Dive Industry Association, Inc.
2294 Botanica Circle
West Melbourne, FL 32904
Phone: 321-914-3778
eMail: gene@diveindustry.net
Web: www.diveindustry.net

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EDITORIAL



The Purpose of Engagement

by Gene Muchanski, Editor

The Dive Industry Professional

The word “engagement” means different things to so many different people. It is also referred to differently according to the generational group you identify with. I looked up the word “engagement” and found 100 different meanings and applications for engagement. Although I think that most people in the diving industry correlate engagement with involvement (active participation and interest), I think we should take engagement to its next and maybe its ultimate level of “conversion”, which is desired action taken.

Correctly choosing what engagement means to Dive Industry Professionals can put those of us who work in the diving industry on a much clearer, direct pathway to achieving successful outcomes. ***But before we do that, we need to define who we want engagement from.***

In January 2023 we wrote an article, [Becoming an Engaged Dive Industry Professional](#), which led to creating a 12-part series on how every dive industry professional could Learn, Engage, Grow, and Lead in the Global Diving Industry. The positive effect we had on dive industry professionals, I think, has been significant. For three years now we have been working with Dive Industry Profes-

sionals to get them more engaged in the industry by sharing what we have learned about 21st Century marketing tools and technologies, helping them achieve their measurable objectives.

Researching and applying actionable solutions to existing industry challenges over the past year has given our company great insight into the power of working with actionable solutions, planned objectives, and measurable key results. In less than a year, we have experienced the best outcomes from the DEMA Show, Surf Expo, and 2 consumer Scuba Shows than we have had in the last 25 years. ***I believe our Association is now capable of reaching a trade membership exceeding 1,000 active & engaged members.***

We now seek Industry engagement from three groups that make up the Global Diving Community. Each group requires a different approach to achieving our separate planned objectives. The marketing tools and technologies that are required to access and implement our programs will vary according to the size and complexity of our target markets. ***The three groups we are currently working with are the Global Diving Business Network, currently engaged Dive Industry Professionals, and currently engaged members of the Global Diving Community.*** Notice that I used the word “currently engaged” when referring to industry professionals and dive community members. Dive businesses currently in the global diving business network are by default engaged. Non-engaged businesses are either out of business already or are unfortunately close to that point.

The Global Diving Business Network: Diving businesses in this sector are the producers, distributors, and sellers of diving equipment, diving services, training, travel, and lifestyle products. Of the thousands of dive businesses we follow, the most engaged businesses are the ones who currently exhibit at diving and watersports trade and consumer shows. Of course, there are more, but it is easier to work with groups of currently engaged businesses who are actively looking to

sell their programs, products, and services. We currently work with diving businesses that see the value in face-to-face marketing. As our success and influence grows as a trade association, we will continue to develop additional ways of bringing buyers and sellers together.

Dive Industry Professionals: This sector is made up of individuals who work part-time or full-time in the diving industry. They are trade professionals who work in manufacturing, training, travel, and the service industries that specialize in diving and diving related programs, products, and services. They are also the workers and volunteers in the non-profit sector that does the important work non-profits are famous for. We have been working to help Dive Industry Professionals become and stay more engaged in our industry. The industry benefits from actively engaged professionals.

The Global Diving Community: This sector includes the people who are actively engaged in diving as an activity. They buy and use the programs, products, and services the Global Diving Business Network produces, distributes, and sells. The global diving community includes all types of diving and diving related activities. To begin with, I would classify them as watermen and waterwomen. People who enjoy the outdoors and those who enjoy travel and adventure might also be good classifications. In retrospect, the global diving industry tent could be as big as you want to make it. ***The key point to consider is the extent of their engagement.*** Our focus as an industry is to get and keep the global diving community actively engaged in diving and diving related activities. Our principal challenge at this moment in time is to define the size, location, and activity level of the global diving community. Capturing and maintaining a database base of this size and complexity requires more sophisticated marketing tools and technologies than we currently have available to us.

Understanding Consumer engagement: There is an estimated six million active divers worldwide.

Says who? Where did that number come from? No one in the diving industry knows, nor do they have any proof one way or the other. ***If you say there are six million divers in the global diving community, then my question to you is what marketing tool did you use to measure that outcome?*** Can I see your list? I thought so.

Walking On Thin Ice: The current trend in the diving industry is to sell to the end user. Reminds me of when my Dad used to ask me if I'd jump off a bridge if everyone else did? Well? Of course not. One would have to measure the risk and quantify the cost and calculate the return on investment. You might even ask yourself why you are contemplating something so radical? Unless you know something the rest of us don't know. How many potential customers worldwide are there? How many are active and currently engaged in the activity? How many have unfilled needs that are still unmet? What is the lifetime value of each of the unfilled individuals? Who are they? Where are they (geographically)? Where are they currently on their customer journey? How close to conversion are they? What is your new customer acquisition cost? What is your net return on investment? My final comment is, ***Is there a more cost-effective way within our current industry channel of distribution to achieve more sales, growth, and conversions?*** Do we have a system that would include more current trade professionals, working together to achieve planned industry outcomes that results in more sales, growth, and maximum sustainability in our industry for years to come?

Become a Member of our Global Diving Business Network: Annual Membership in the Dive Industry Association is \$125. Our organization uses websites and directories in advertising and marketing campaigns to refer business to our members. By joining our network, you are becoming part of a network that works on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a [Membership Application](#) today.

###

MARKETING



Marketing Series: Basic Marketing Messages

by Gene Muchanski, Editor
The Dive Industry Professional

The more we know about a subject, the more difficult it is to break it down to its most basic components. My life's work as a degreed Marketing Professional has been to understand marketing concepts ranging from the most basic to the most complex. As a Marketing Consultant, Author, and Adjunct Professor of Marketing, it has been my challenge to take on the most complex marketing issues and explain them in the most simplistic way. I see the same logic into why a Grand Master Sensei would choose to teach beginner white belts in the martial arts. Just like a seasoned Instructor Course Director should teach open water students. There is power in having a Master teach new students. Why? ***Because a true Sensei is both a teacher and a student.*** A lifelong student at that.

The number one problem we have in the diving

industry is inexperienced marketing personnel working in marketing departments across the industry, without the supervision and direction of experienced senior marketing professionals. They may have limited knowledge of a few marketing vehicles and some software programs, but they lack the knowledge, understanding, and experience working with an integrated marketing strategy. They have not yet learned to understand the big picture.

It is our challenge to discuss marketing strategies that help manage the flow of goods and services through the channels of distribution in the diving industry. Marketing Professionals are responsible for matching products to customers and are involved in every aspect of the product lifecycle from conception to consumption.

Business Basics: Businesses in the diving industry produce, distribute, and sell diving and diving related programs, products, and services. To keep it simple we call them all products. Diving businesses are part of the Global Diving Business Network. They sell their products to other dive businesses (wholesale trade) and to the final consumer (retail customers). Our customers are members of the Global Diving Community. Marketing is how we connect buyers and sellers.

Marketing Messages: Marketing messages are how we let consumers know there are businesses that have the products they need, want, and can afford. Marketing messages can be created digitally, in print, or presented face-to-face. Going back in time, before print and digitized data, the world relied on markets, where the sellers would bring their wares to a market place so that consumers could buy what they needed. After the written word became widely accepted, businesses created catalogs, brochures, and flyers to introduce their products. I guess this was what would become the art and science of advertising. With the invention of the telephone and television, advertising took on an expanded role, adding audio and visual components to their marketing messages. With the invention of the

computer and the digitization of text, images, and objects, the art and science of marketing messages changed forever. Welcome to the digital world of business.

Yes, we are living in a digital world, but that does not mean that everything preceding computers is old and obsolete. It means that current day marketers have more tools in their marketing tool boxes than they ever had before, to be applied as needed, depending on the circumstance.

The Basics of Marketing Messages: Messages are what we create to persuade people to buy what we are selling. I know that sounds old school, which is really the way “push” advertising works. In modern day, inbound marketing terms, we could say that marketing messages are what we create to inform people who need and want our products that we have them available and for sale. Our goal is to guide each consumer through a buyer’s journey, from initial contact to final sales conversion. From contact to contract.

Marketing messages have an established pattern to them. For over 100 years it has been called the purchase funnel. The first thing a seller has to do is get the attention of the consumer and make them aware of their company and their product. The next step would be to get their interest in what they are selling and show them the possibility that their product could fill their current needs. Once the consumer indicates a desire to solve their needs with your product, a seller has to create a call to action that motivates the consumer to take action and purchase their product. If junior marketers are not using Awareness, Interest, Desire, & Action in their marketing message strategy, they don’t understand market-ing.

Review Your Marketing Messages: Much of the posts on social media today are focused on creating awareness of companies or products but leaving the internet surfer flat when it comes to stimulating interest. If you are spending a lot of time and effort creating social media posts that are not designed to take a consumer from

awareness to conversion, you need to change your strategy. You need to learn how mapping your customer’s purchase path can lead to more achieved outcomes, which are measured in sales attained.

Now would be a good time to stop playing around with marketing and start creating real marketing campaigns that lead to increased consumer conversions. Regardless of your preference for using direct marketing or inbound marketing strategies, learning how to craft marketing messages and attaching them to productive and cost-efficient marketing vehicles is the professional way to achieve planned outcomes. Learn to create marketing campaigns that use productive actionable items that achieve planned objectives and measure your incremental progress using measurable key results.

In future marketing series articles, we will discuss some of our most favorite marketing vehicles for effectively carrying marketing messages to potential customers.

###



NON-PROFIT NEWS



Promoting Economic Development in Water Sports

Non-Profit Series:

Non-Profit Thrift Shop

by Gene Muchanski, Editor

The Dive Industry Professional

The main purpose of the Dive Industry Foundation is to be the Research & Educational Organization of the Dive Industry Association. Part of our mission is to assist the Global Diving Business Network in their quest to support and grow the Global Diving Community. We do that by conducting primary research on all aspects of the diving industry and by creating educational and professional development programs that help raise the professional bar for all Dive Industry Professionals working in the industry. The work we do on behalf of the diving industry benefits the entire Global Diving Community.

Researching and studying the diving industry gives us a unique perspective that helps us identify the strengths, weaknesses, opportunities, and threats we face in our industry. At the beginning of this year, we published an editorial about the need for spring cleaning our dive businesses to get ready for the new year. The topic must have hit home with a few of my peers because we started to have conversations about spring cleaning, old inventory, old store fixtures & equipment, personal and business clutter, and of course all those “precious” collectables and antique diving stuff we’ve accumulated over the years. After reading a few books about tidying up, I stumbled upon a book called Nobody Wants Your Sh*t by Messie Condo. ***I quickly realized that if I don’t***

get rid of my collection of precious diving stuff before I die, my heirs are going to rent a dumpster and take care of it themselves.

To me, there are a few things to consider when dealing with old stuff that one may wish to let go of. I realize that one person’s junk may be another person’s treasure and visa versa, but that should be up to both parties to decide. The second thing is establishing value for the items by each party. When it comes to selling, donating, or getting rid of diving equipment, inventory, fixtures, or collectables, the amount of value the items have is the primary factor to consider. Here is a good rule of thumb I got from a book about clutter. ***If you have an item that sparks joy with you, keep it. If it no longer means anything to you, sell it, donate it, or dispose of it.***

This philosophy works well in a retail store environment. Jim Baer, an old Sales Rep from Sherwood, once told me to begin with selling all newly acquired merchandise at full retail. If it’s still in your store after six months, keep reducing the price until you sell it. If it’s still in your store after a year, trade it in for a pocketknife or just get rid of it. That made a lot of sense to me.

The main purpose of buying merchandise for resale in a dive store is to turn the inventory as quickly as possible. Inventory turn is a key financial ratio in retailing and it should be continually monitored. However, not every stocking unit (sku) is a quick seller, or what we call a high turn item. When inventory fails to sell in an acceptable time frame, it is reduced in price and offered for sale at a discount. But what do you do with inventory that fails to sell at reduced pricing?

There are also items that may have limited financial value but are still in demand because of their historical or collectable value. Good examples are old books, magazines, equipment catalogs, and old diving equipment. If you have seen the Historical Diving Society exhibit booths at your regional dive shows or visited any of the diving museums in our country, you’ll know the type of products I’m talking about. Unfortunately, most

NON-PROFIT NEWS

of the times that you hear about old diving merchandise being offered for sale is at some recently deceased diver's estate sale. And of course, anything that is not sold at an estate sale usually ends up in the dumpster. ***There has got to be a better way to save some of our disappearing diving history.***

We all have things in our lives that no longer sparks joy with us. Other people call it clutter. But that doesn't mean someone else couldn't use it. Being a person who used to have a hard time getting rid of things, I recently found an answer to my conundrum. There are two non-profit organizations in my city that take donated items and sell them in their thrift stores. One is [SPCA of Brevard](#). The other one is [Hope For Brevard](#). The proceeds go to saving rescue dogs and cats. I found a place that turns my old stuff into joy for others and hope for rescue dogs and cats. ***Why doesn't the diving industry have something like that?*** Well, maybe it should.

azines, diving equipment catalogs, and to some extent, non-functioning diving equipment (for display purposes only). Old but in good condition apparel could also be acceptable for resale. I could even imagine a table full of U.S. Divers, Dacor, and Scubapro hats, jackets, coffee cups and neon lights for sale.

Here's how it works: Choose the type of items you are comfortable working with. Ask your Local Diving Community to donate these items to your thrift shop department. Offer these items at a fair, thrift store price, and donate the entire amount to your favorite designated non-profit organization. If successful, you will have taken a leadership role in helping your local divers clean out their closets and garages of old diving and diving related items, re-spark appreciation for some no-longer wanted diving memorabilia and benefit your favorite charity or non-profit organization. It's a WIN-WIN-WIN concept.

#

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An Opportunity for Dive Stores and Non-Profits:

If you have a dive store with a little extra space, you can be on the cutting edge of something the Global Diving Community could really use. You can set up a mini thrift shop at your store for specific diving and diving related items that can be sold to support a non-profit organization of your choice.

Items That Can Be Offered For Sale: Any items that have historical value would be perfect items for sale in a diving thrift store. Old books, mag-

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SHOWS & EVENTS

2026 TRADE SHOWS



September 16-18, 2026: Surf Expo. 50th Annual Industry Trade Show. Orange County Convention Center – South Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com



November 3-6, 2026: Dema Show. 50th Annual Industry Trade Show. Ernest N. Morial Convention Center, New Orleans, LA. Phone: 800-687-7469. Web: www.demashow.com



January 23-31, 2027: Boot Dusseldorf – 57th International Boat Show. Dusseldorf, Germany. Diving Pavilion in Hall 3. Contact: Justin Kesselring, Project Manager, Messe Dusseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Phone: 312-781-5180 email: info@mdna.com Web: <http://www.mdna.com/trade-shows/details/boot>



March 13-14, 2027: The Boston Sea Rovers 73rd Annual International Ocean Clinic. CoCo Key Hotel & Water Resort, Danvers, MA. Contact David Caldwell, Exhibit Co-Chairman, Email: djc.searover@gmail.com or visit www.bostonsearovers.com

2027 TRADE SHOWS



January 6-8, 2027: Surf Expo. 51st Annual Industry Trade Show. Orange County Convention Center – West Concourse, 9899 International Drive, Orlando, FL. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. Phone: 678-781-7900. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com



April 2-4, 2027: Beneath the Sea - 47th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: info@beneaththesea.us Web: www.beneaththesea.us

SHOWS & EVENTS



April 24-25, 2027: Scuba Show Atlantic City. 2nd Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: events@rorkmedia.com Web: www.scubashow.com



May 15-16, 2027: Scuba Show Anaheim. 40th Annual Consumer Scuba Show. Anaheim Convention Center, Anaheim, CA. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. Email: events@rorkmedia.com Web: www.scubashow.com



September 4-6, 2027: Surf Expo. 51st Annual Industry Trade Show. Orange County Convention Center – South Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. email: rod.tomlinson@surfexpo.com Web: www.surfexpo.com



November 2-5, 2027: Dema Show. 51st Annual Industry Trade Show. Orange County Convention Center, Orlando, FL. West Concourse. Phone: 800-687-7469. Web: www.demashow.com



MEMBERSHIP



The Dive Industry Association is a Marketing and Trade Association dedicated to *"Building a Better Industry, One Member at a Time."* Founded in April 2001, Dive Businesses and Individuals have joined our association to promote their business and grow the diving industry.

"Building a Better Industry, One Member at a Time"

Our Purpose is to build a cohesive and functional Global Diving Business Network.

Our Vision is to *Build a Better Industry, One Member at a Time.*

Our Mission is to Bring Buyers & Sellers together to facilitate business success and industry growth.

Our Focus is to concentrate on the industry's sale of diving equipment, training, travel, and lifestyle products.

Our Goals are to:

- Unite the Industry to a common purpose
- Promote Professional Business Development within our Membership
- Generate maximum marketing exposure and sales leads for our Members
- Increase business opportunities for our Members

Reasons to Join: Annual dues are \$125. Annual renewals, if paid by your annual renewal date are \$100. There is no place in the industry where you get as much coverage for so little an investment. The association promotes your business using blogs, websites, directories, social media, at trade and consumer shows and through direct referrals. Our networking capability is the envy of the International Diving community. The discounts you receive from Constant Contact by being a member and the FREE weekly press releases you receive more than pay for your dues many times over. Don't be a *Lone Marketeer*. Join the Dive Industry Association this year.

For more information: Contact Gene Muchanski, Executive Director, Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, Florida, 32904. Phone: 321-914-3778. eMail: gene@diveindustry.net Web: www.diveindustry.net





"Building a Better Industry, One Member at a Time"

MEMBERSHIP APPLICATION

Company Name: _____

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Contact Person: _____ Date of Birth: _____

Contact Person's Position: _____ Years with Company: _____

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E-mail address for DIA correspondence: _____

Web Site (URL): _____

Trade Directory by-line (1-2 lines only): _____

DEMA Member? ☐ No ☐ Yes Number: _____ Votes: _____ Voting Delegate: _____

Category – Business - (Choose One) \$25 Registration Fee + \$100 Annual Membership Dues

☐ Manufacturer ☐ Distributor ☐ Retail Center ☐ Charter Boat ☐ Dive Club

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☐ Service Organization ☐ Trade Show Organizer ☐ Training Facility ☐ Travel Business

Category – Individual - (Choose One) \$25 Registration Fee + \$50 Annual Membership Dues

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* DIA retains the right to re-classify members according to our membership standards.

Mail to: Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, FL 32904-7339

MEMBERSHIP RENEWALS



"Building a Better Industry, One Member at a Time"

We would like to thank the following New Members for joining our Global Diving Business Network.

We would like to thank the following Charter Members and Members for renewing with us for another year.

NEW MEMBERS

0450 – Divers Alert Network (DAN) – Non-Profit Organization – www.dan.org

0451 – Ocean Vibes Scuba / Salt Raker Inn – Travel, Dive Operator – www.oceanvibes.com

0452 – Fat Guy Scuba supply LLC – Non-Store Retail – www.fatguyscubasupply.com

0453 – Lotus Hotels – Travel, Dive Resorts & Liveaboards – www.lotus-hotels.com

0454 – ScubaCo Travel – Travel, Dive Travel Wholesaler – www.scubacotravel.com

0455 – Rheo Dive Inc – Manufacturer – www.rheodive.com

0456 – Sea Ventures Pro Dive Centers – Travel, Dive Operator – www.DivePuertoRico.com

RENEWING MEMBERS

0026 – Beneath the Sea – Shows & Events Producer – www.beneaththesea.us

0048 – Tektite Industries, Inc – Manufacturer – www.tektite.com

0061 – Travel Resource Solutions, Inc. – Travel, Reservation Services – www.trsres.com

0071 – Our World-Underwater Scholarship Society – Non-Profit – www.owuscholarship.org

0079 – Florida Keys & Key West – Travel, Convention & Visitors Bureau – www.fla-keys.com/diving

0089 – ScubaDoRag – Manufacturer, Apparel – www.ScubaDoRag.com

0222 – Cane Bay Dive Shop Inc – Travel, Dive Operator – www.canebayscuba.com

0307 – Mexico Liveaboards – Travel, Liveaboards – www.mexicoliveaboards.com

0410 – OCG Creative – Service Provider, Digital Marketing – www.ocgcreative.com

0428 – Heroes del Mar – Non-Profit Organization – www.heroesdelmar.org

0437 – Scuba Educators International (SEI) – Training Agency – www.scubaeducators.org

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